

POLAROID. A NEW LINE OF CAMERAS FOR 1969.



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BROADVIEW, ILL. 60153



## A WHOLE NEW LINE OF INSTANT PICTURE CAMERAS.

This year Polaroid has virtually re-invented the instant picture camera. There are six brand new models to choose from, plus the famous Polaroid Swinger and Big Swinger. There are features galore in this new line: an electronic flash, electronic timers, several automatic exposure systems. If you have never experienced the thrill of seeing your picture a moment after you snapped the shutter, this is the year to try it. If you own an older model Polaroid Land camera, this is the year to trade up to something new and even more exciting.

There has never been a wider range of prices from which to choose, from The Swinger at under \$20, to about \$200 for the super camera, the brand new Model 360 with electronic flash. This year for the first time you can buy a Polaroid color camera for less than \$30. Colorpack II is the least expensive color-capable model Polaroid has ever made.

Polaroid is celebrating the 20th anniversary of the Land camera with a knockout line of new models and exciting features. Your camera dealer will be glad to demonstrate them for you, actually take a picture to show you the ease and the fun of instant photography. Isn't this the way you want to make pictures? This is the year to find out.



Prices subject to change without notice.

IS THERE ANY OTHER WAY TO TAKE PICTURES?







Five-foot rangefinder in viewfinder field.

Cold-Clip is carried on the back of the camera.

Shutter lock prevents accidental exposures.

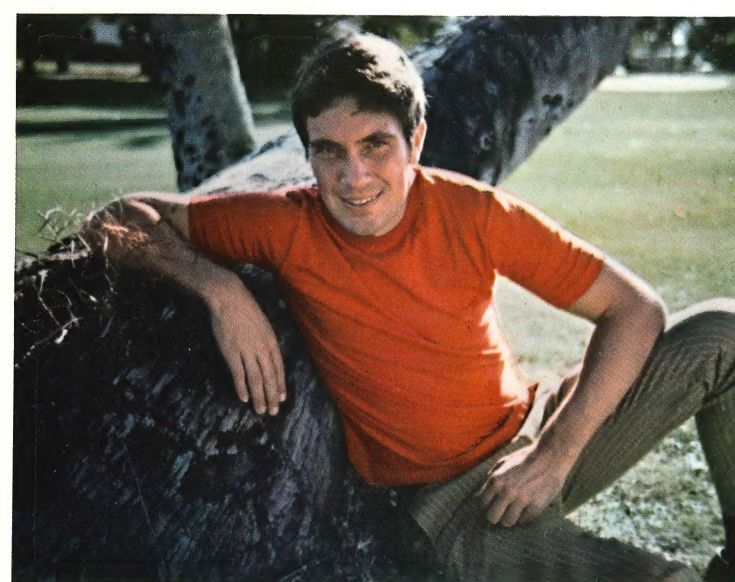
Flash assembly is built into the camera, uses 4-shot flashcubes.

New, lightweight developer system inside camera.

Distance settings in lens ring are visible in the viewfinder.

Three element lens produces beautifully sharp pictures.

Batteries last a full year.



Colorpack II makes color pictures this size in a minute, black and whites in seconds.

Transistorized electronic shutter sets exposures automatically.

Wrist strap makes using and carrying the camera easy.

Electric eye measures the light on the subject.

T-bar ensures accurate tab pulling.

## COLORPACK II. UNDER \$30.

This is the "impossible" camera. For less than \$30 it combines the most advanced technology of the photographic industry, the most desirable features of any camera ever invented. It produces color pictures in a minute, black and white in seconds. Every feature of the camera has been designed to make the interval between the impulse to take a picture and actually holding it in your hand as uncomplicated as possible. Why should color photography be difficult? Why should it be slow? With Colorpack II it is so simple a child can manage it easily. With Colorpack II it is as fast as your idea for the next picture.

Everything you want in a camera is here. Colorpack II is light, handy and handsome. An electric eye solves the exposure problems for you. The 3-element lens is beautifully sharp. Loading is easy. You just drop a film pack into the camera. Range finding is simplicity itself. The flashgun is built into the camera. Now you begin to understand the philosophy behind this camera. Nothing should come between your desire to take a picture and your enjoyment of it. Colorpack II does everything including developing the pictures. What's left for you? Nothing but the fun.

### Electric eye exposure control

A sensitive electric eye and a transistorized electronic shutter combine to produce the correct exposure in almost any lighting situation. Even during the brief, brilliant flash of a flashcube they choose the setting automatically. Colorpack II is the lowest priced electric eye camera ever made by Polaroid.

### Triplet lens

The three element lens of Colorpack II is beautifully sharp. Advanced computer technology was used to produce a triplet design radically different from any ever used on a Polaroid camera. It is far superior to any lens in any camera in this price class.

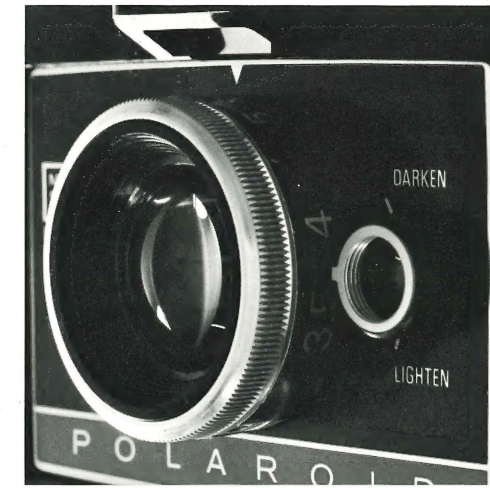
### Flashcube for indoor pictures

The flashgun of Colorpack II is built into the camera. To make flash pictures you simply snap on a flashcube and you are ready to blaze away for four pictures, as fast as you can pull the film packet out of the camera. No special exposure settings are necessary for flash pictures. The electronic shutter actually measures the light and makes the exact setting during the burst of the flash!

### 5-foot rangefinder

It is easy to shoot fast with Colorpack II indoors or out. A red square is visible through the viewfinder that enables you to judge when your subject is five feet away (the distance you will use for most shots).

Electric eye and electronic shutter set correct exposures automatically.



Colorpack II makes color photography simple, fast, more exciting than you can imagine.



Loading is quick and easy with Polaroid pack film.



### Easy loading

Since the camera uses Polaroid Land pack film (both color and black and white) loading is accomplished in a matter of seconds. You simply drop the pack into the back of the camera. There is no threading or winding. There are eight pictures to each pack and as soon as you pull one film packet out of the camera the next one is ready to shoot.

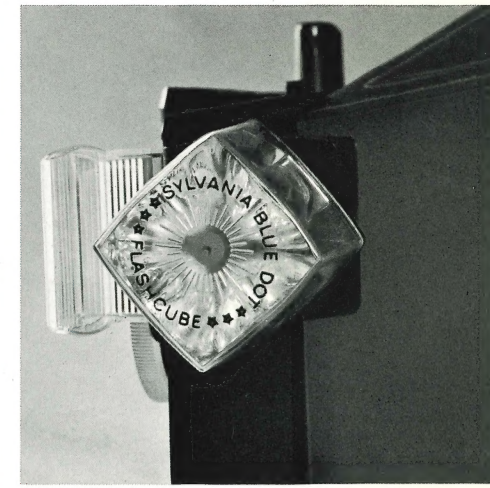
### New developer system

A new, high-precision developer system is incorporated into this camera. Light and compact, it can easily be removed from the camera for an occasional cleaning.

### Many other features

Polaroid has never introduced a camera with so many innovations. Colorpack II has a shutter lock to prevent accidental exposures. A Cold-Clip to aid cold weather development is carried on the back of the camera. It includes the simple operating instructions for the camera so that you are never in doubt about what to do next. A handy wrist strap and T-bar handle are attached to the camera. Batteries last a full year. And the most remarkable feature of all — Colorpack II costs less than \$30.

Four-shot flashcube snaps right on the camera for indoor color pictures.





## THE MODEL 360 WITH ELECTRONIC FLASH.

The Model 360 is a super camera! It can do things that no other camera in the world can do. Start with the fact that it produces finished color pictures in a minute, black and white in seconds. Add a clip-on electronic flash that eliminates flashbulbs and lets you take super-action pictures at about 1/1,000th of a second. Add the most sophisticated electronic exposure system ever developed. Add an automatic electronic timer that tells you when your pictures are ready. You have the Model 360, the finest camera Polaroid has ever made, the culmination of 20 years of unique photographic research and development.

There is no camera in the world like this. For instance, it contains three "integrated" electronic circuits. Each of these intricate combinations of electronic components would normally fill a space about as large as a pack of cigarettes. In the 360 they are reduced to a tiny chip of plastic less than 1/32nd of an inch thick, about the width of a pencil point.

This camera is deluxe in every way, from its performance to its precision construction and handsome styling. Yet, unlike most other expensive cameras, it is not designed only for the professional or the highly skilled amateur photographer. It is as easy to use as the less expensive Polaroid Color Pack Cameras. Features like the electronic flash and the electronic timer make it even easier. To fully appreciate the Model 360 you have to see it in action or, better yet, use it yourself. With 30 seconds of instruction from your camera dealer you can take a perfect picture.

### Electronic flash

In many ways this is the most exciting feature of the Model 360. More than half of all pictures made are shot indoors. The electronic flash of the super camera makes this easier than ever before. It opens a whole new world of fast action photography. And, of course, it means that you will never have to buy a flashbulb again. The flash clips right to the camera. The powerful miniature batteries are contained in the unit itself. You can walk anywhere in the house, shoot whatever you want. The kids playing? Don't ask them to stop and pose. Your exposure is about 1/1,000th of a second, fast enough to stop any action. Forget about holding the camera steady (most ordinary flash pictures are shot at about 1/30th of a second and must be held very steady to prevent blurring). You can shoot the candid pictures you've always wanted of your family; anywhere, anytime. Don't worry about special exposure settings, either. The camera makes them for you automatically.

### Electric eye and electronic shutter

The electronic miracles of the Model 360 include the exposure control system, the most advanced automatic system ever built into a camera. When you snap a picture, a complex series of events takes place in the fraction of a second during which the shutter moves. As the blades fly open, the electric eye is activated. It measures the precise amount of light needed to produce the correct exposure. Then it sends an instantaneous electronic





## THE BIG SWINGER. UNDER \$25.

The Big Swinger is the inexpensive Polaroid Land camera that gives you big black and white pictures just seconds after you shoot.

### Loads in seconds

Because it uses Polaroid Type 107 pack film, the Big Swinger gives you big  $3\frac{1}{4} \times 4\frac{1}{4}$  inch black and white prints. Just insert the pack, pull a tab and you're ready to shoot. And each picture develops outside the camera so you're free to go on shooting all the action while your pictures develop.

### Built-in photometer

An ingenious built-in photometer reads YES when the exposure is perfect — right in the view finder. You twist the red knob until you see a bright YES, then you press down the same knob to shoot your picture.

### Freezes action

The Big Swinger freezes action, indoors or out. Because the camera uses 3000 speed film, it is able to have a single shutter speed of  $1/200$ th of a second, fast enough to catch a high diver in mid-air.

### No focusing

You never have to focus the Big Swinger, just swing it up and shoot. Pictures in bright sun are sharp from 2 feet to far away. You can get great close-ups, too.

### Built-in flash

With the built-in flash, there's a whole new series of surprises. You drop an inexpensive AG-1 bulb into the camera. The face plate of the camera itself serves as the flash shield.

### Carryall case

This optional accessory for the Big Swinger holds the camera plus film and flashbulbs.

## THE SWINGER. UNDER \$20.

The Swinger is the least expensive camera Polaroid has ever made. This little camera offers all of the fun and excitement of instant pictures (makes beautiful  $2\frac{1}{2} \times 3\frac{1}{4}$  inch black and white pictures in seconds) for less than \$20. Yet it boasts some of the most remarkable photographic inventions ever devised.

### The Swinger "talks" to you

The ingenious photometer, built right into the viewfinder, reads YES when the exposure is correct. You twist the knob until you get a bright, clear YES (which means it's okay to shoot), then you push the knob to take the shot. That's all there is to it. The Swinger is very light. It swings easily from your wrist. When you want to take a picture, just swing it up. When YES appears, shoot. Pull the tab and seconds later you zip off a beautiful black and white picture.

### Carryall case

This optional accessory is a convenient way to carry The Swinger camera with two boxes of film and AG-1 flashbulbs. It is made of durable black vinyl lined with cushiony Survlon fibre.

### Photo albums

There's a special album designed just for Swinger size pictures. It holds 48 prints. Page refills are available.

### Film for The Swinger

Type 20 Land film is Polaroid 3000-speed film in roll form. Each roll has 8 pictures and each picture is a handy  $2\frac{1}{2} \times 3\frac{1}{4}$  inch wallet size.

## COPIES AND ENLARGEMENTS.

You can get copies, enlargements, color slides and greeting cards made from your favorite pictures. They are available from Polaroid Copy Service or directly from your dealer.

Whether you want to duplicate color or black and white pictures reproductions are sharp, clear and remarkably faithful to your original Polaroid pictures. Ordering is easy. Each package of Polaroid film contains an order form for copies in either  $2\frac{1}{2} \times 3\frac{1}{4}$  inch size or  $3\frac{1}{4} \times 4\frac{1}{4}$  inch size. Enlargements may be ordered to 5 x 7 or 8 x 10 inches.

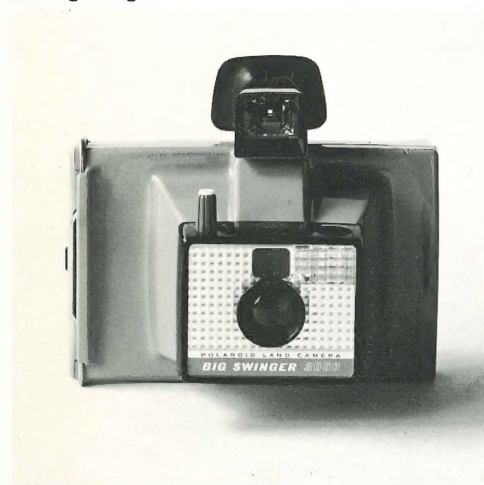
You can also order 35mm slides and holiday greeting cards featuring your favorite Polaroid Land pictures. Service is prompt and convenient — as near as your mailbox and as handy as your daily postal delivery. Or see your Polaroid camera dealer.

### Special offer

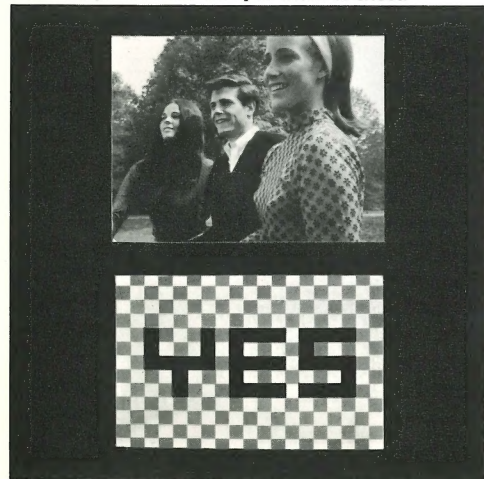
With your purchase of a new Polaroid camera, Polaroid Copy Service will include a free enlargement when you mail in your first order for copies.

You can get a 5 x 7 black and white enlargement (\$1.00 value) when you buy a Swinger or a 5 x 7 color enlargement (\$1.75 value) when you buy a Color Pack Camera.

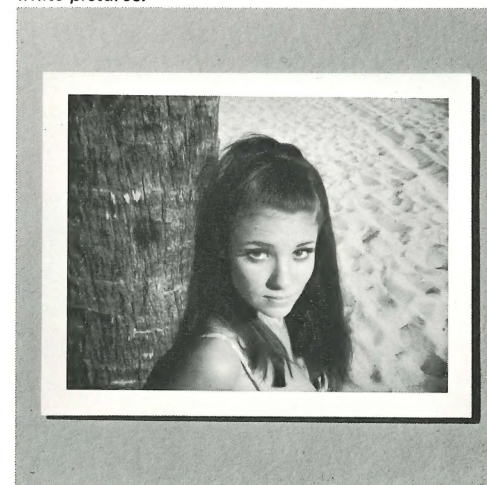
The Big Swinger.



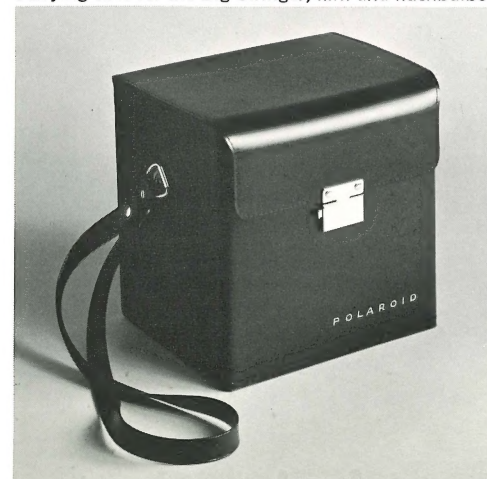
A built-in photometer tells you when to shoot.



The Big Swinger makes big  $3\frac{1}{4} \times 4\frac{1}{4}$  inch black and white pictures.



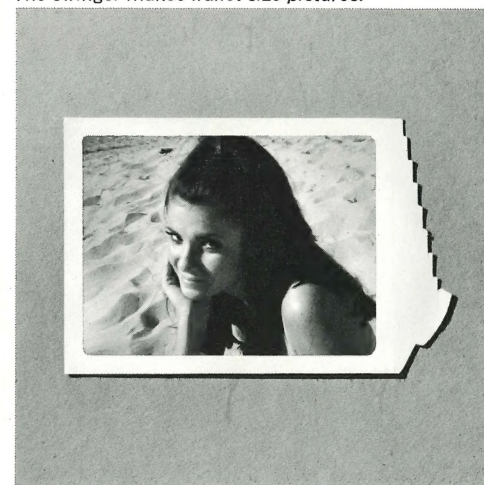
Carrying case for the Big Swinger, film and flashbulbs.



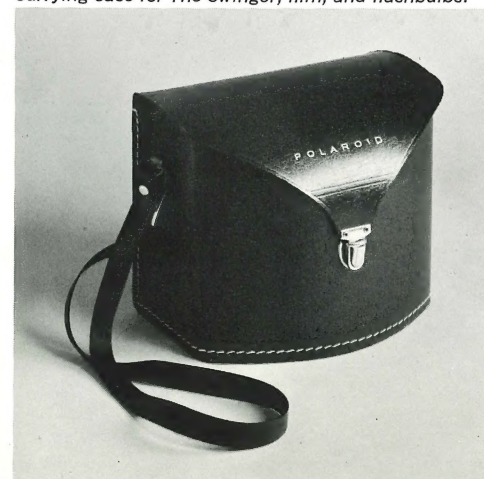
The Polaroid Swinger.



The Swinger makes wallet-size pictures.



Carrying case for The Swinger, film, and flashbulbs.



You can get copies, enlargements, 35mm color slides, and photographic Christmas cards in various styles from Polaroid Copy Service.





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